

Press release

04/06/2014



NORMA Group SE
Media Relations
Edisonstrasse 4
63477 Maintal
Germany

www.normagroup.com

Diversity Day on 3 June 2014 puts focus on diversity at NORMA Group worldwide

Maintal, Germany, 4 June 2014 – NORMA Group, a global market leader in engineered joining technology, celebrated its first group-wide Diversity Day on 3 June 2014. The action day was held globally across the three regions Americas, EMEA (Europe, Middle East and Africa) and Asia-Pacific. It kicked off a new diversity strategy designed to further raise employee awareness of the value of diversity and promote the different skills and talents of NORMA Group's people. Going forward, the global NORMA Diversity Day will be held annually.

“Our new mission statement ‘diversity connects’ expresses our conviction that diversity goes beyond individual aspects such as gender, nationality, ethnic origin, religion or beliefs, disability, age, sexual orientation and identity. As a technology firm, we depend on our employees to contribute different perspectives, experiences and ideas,” says Stephan König, Head of Human Resources at NORMA Group. “Only the diversity of our people gives us the foundation from which to develop innovative and creative solutions and, as such, be successful as a company.”

On Diversity Day, NORMA Group asked its over 5,000 employees globally to share their views on diversity with each other, ask questions and discuss challenges. The company's culinary offering also celebrated cultural diversity. In the Americas, EMEA and Asia-Pacific regions, employees were all offered a typical meal from one of the other regions.

Employees from over 40 nations work at NORMA Group. Across the group, three regional diversity officers safeguard that the same guidelines apply globally and ensure that all employees of NORMA Group feel just as appreciated and enjoy equal opportunities. They are also responsible for promoting awareness of the topic by offering specific trainings in the various organisational units.

The Diversity Day was held in the context of the action day of the “Charter of Diversity” (Charta der Vielfalt e.V.) in which companies and organisations across Germany participated with over 400 initiatives. In Maintal, NORMA Group combined its company-wide Diversity Day with the first NORMA Help Day this year. In the afternoon of 3 June 2014, employees assisted in community projects that bring together different social groups.

Information on the NORMA Help Day is available on http://www.normagroup.com/norma.nsf/id/PR-Press-Releases_EN. Please visit our platform <http://www.normagroup.com/images> for press photos.

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Contact

NORMA Group SE
Daphne Recker
Media Relations
E-mail: daphne.recker@normagroup.com
Tel: +49 (0)6181 - 6102 743

About NORMA Group

NORMA Group is an international market and technology leader in engineered joining technology. The company manufactures a wide range of innovative joining technology solutions in three product categories (clamp, connect and fluid) and offers more than 30,000 high-quality products and solutions to around 10,000 customers in 100 countries. NORMA Group joining products can be found in vehicles, ships, trains, aircraft, domestic appliances, engines and plumbing systems as well as in applications for the pharmaceutical and biotechnology industry. The company generated sales of around EUR 636 million in 2013. With around 5,000 employees, NORMA Group operates a global network of 21 production facilities as well as numerous sales and distribution sites across Europe, the Americas, and Asia-Pacific. The company has its headquarters in Maintal near Frankfurt am Main, Germany. NORMA Group was formed in 2006 as a result of the merger between the German Rasmussen Group and the Swedish ABA Group. Since April 2011, NORMA Group is listed on the German stock exchange and included in the MDAX index since March 2013.